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## **MOTHER KNOWS BEST**

Motherhood brings its share of frustrations, some big, some small. Pamela Moore found herself facing one of those frustrations one day while attempting to cram ice cubes into the narrow mouth of her son's sports bottle. It was a hot summer day, and keeping her son's drink cold was important. The more she tried to force the ice through the bottle, the more and more she thought to herself "You'd think someone would have thought of a better way to do this." It was then that she realized that she was perhaps on the cusp of a great opportunity. Pam Moore realized that she could be the one to make this task easier!

In 1997, Ms. Moore used her creativity and tenacity to develop a state of the art ice product to meet the needs of water-bottle users nationwide. The concept of Ice Tubes is simple: Fill the 27-tube tray with water and put them in the freezer. Once frozen, the tubes can be dislodged, unsnapped at the bottom, run under warm water, and the ice cylinder can then be poked from the tubes. The cylindrical ice slides into a standard soft drink bottle. It is as easy as 1-2-3!

The process of establishing her business and making it grow took some time and a lot of effort. After several phone calls to companies that disregarded her product, Moore landed at Colonial Pattern in Kent, Ohio. Colonial Pattern assisted in the final design of the Ice Tubes. "Everyone else I called didn't want to talk to me. They thought I was some crazy inventor," said Moore.

Once the product design was finalized, the work was really just beginning – how do you retail the product? Pam became the "Fuller Brush Salesman", essentially going "door to door" with her product to retail stores. She spoke with individual Wal-Mart store managers and convinced each of them to carry her product. That was the real door opener for Pam, and revenues spiraled upwards from there.

To cover the working capital needed to bring Ice Tubes to the shelves of major retailers, the company received two SBA guaranteed loans through Second National Bank of Warren. Besides Wal-Mart, the product can now be found on the shelves of such nationwide retailers as Bed, Bath and Beyond, Kroger's, Lechter's, Jumbo Sport, and

Kitchen Collection. The product is also available by mail order and online at <http://www.icetubes.com>.

Pamela Moore is a Founding Member of the United States Women's Chamber of Commerce, a member of The Ohio Women's Business Development Council Inc., and a member of The Women's Business Enterprise Council.

Pamela Moore was recognized as the 2003 Small Business Person of the Year by the Cleveland District Office of the U.S. Small Business Administration.